

**Remarks of Mayor Paul D. Fraim  
Kroc Center Ceremonial Groundbreaking  
Monday, October 31, 2011 at 11 AM  
Ballentine Boulevard & East Princess Anne Road**

A little over six years ago – on the 100<sup>th</sup> anniversary of serving our community – The Salvation Army Tidewater Area Command Advisory Board agreed to pursue a grant for development of a Ray and Joan Kroc Corps Community Center. Neighboring cities knew what it would mean to have a Kroc Center, so competition for the project was stiff. For many good reasons, the Advisory Board ultimately selected the Broad Creek area of Norfolk for the location, and so began a great partnership between the City and The Salvation Army.

The road we've traveled together since then has been long and, at times, grueling but, in the end, it's been extremely rewarding for a number of reasons, for the friendships that have ensued, for the positive impact we know the Center will have on thousands of young people for many years to come, and for the satisfaction of seeing our community come together yet again around a project that will transform a large and important part of our city.

Along the way, many people and organizations have played necessary and important roles to bring us to this point, The Salvation Army board and staff, the Kroc Foundation, members of the business community like Josh Darden and Frank Batten, Jr., Vice Mayor Anthony Burfoot, the Hampton Roads Community Foundation and the Batten Foundation along with Norfolk Redevelopment and Housing Authority and the City of Norfolk. All of these and more are responsible for this achievement.

On behalf of the citizens of Norfolk and a grateful city, thanks go to each and every one of you for everything you have done to bring a Kroc Center to Norfolk and Hampton Roads.

A total of \$28 million was raised from the community to support the project – an amazing accomplishment. To give that some perspective, the total cost to construct Waterside – including the marina and expansion – was \$27.8 million. And at \$84 million, the total cost of the Kroc Center - inclusive of the endowment – far exceeds the \$52 million invested to build Nauticus.

It is no exaggeration to say that, once again, Norfolk has demonstrated it is a city that continues to succeed in ways far greater than is reasonable to expect for a city of our modest means.

You have to ask the question: How can this be? The answer is that Norfolk's many achievements – from revitalizing downtown, Ghent, Berkley, East Ocean View and, yes, Broad Creek to developing a Kroc Center, and more – is because we have been blessed with generations of citizens who love our old seaport town and who believe passionately in the value of public and community service.

No one demonstrates this value any better than Josh Darden.

The son of a former Norfolk mayor, through hard work and determination, Josh rose to become one of Virginia's leading businessmen. Over the years he has never been too busy when it comes to his city, and has given generous amounts of time and resources to numerous causes.

A former rector of the University of Virginia, one of his lifelong beliefs is that education is the key to success. Josh believes this so strongly that he, along with Frank Batten, Sr., established what today is known as the ACCESS College Foundation. Originally serving Norfolk high schools, the Foundation has grown to where it now serves all high schools in South Hampton Roads and, to-date, has helped more than 32,000 high school seniors attend and graduate from college.

More recently, Josh has given his leadership and support to our efforts to plan and construct a new central library – the Col. Samuel L. Slover Memorial Library. It is another major project that would not be happening without his leadership.

More examples of his contributions to the city, the region, and the state could be noted, let it suffice to say that nearly every major community-based project initiated in this city has benefitted from the steady hand, quiet guidance and support of Josh Darden.

The reason we are able to break ground today on the only Ray and Joan Kroc Center in Virginia is due to the leadership and support Josh has given to the critical fundraising portion of the project.

When planning for the Kroc Center got underway in earnest, it was made clear early on that if the fundraising effort was to succeed, it would require leadership from someone known and respected by everyone in the community. That someone was Josh Darden.

Josh believed that a real need exists for this kind of facility, and willingly accepted the invitation to lead a campaign to raise \$28 million from the community. In a booming economy \$28 million is an ambitious figure. Yet even in a struggling economy, Josh led an effort that succeeded in raising more than \$17 million during the private phase of the fundraising. The remaining \$11 million was secured a year later during the public fundraising phase, successfully concluding a major fundraising campaign and completing the final requirement for the Kroc Center.

Josh, we've prepared a proclamation for this occasion, declaring today "Joshua P. Darden Day" which I would now like to read.

Josh, on behalf of a grateful community, please accept our deep thanks and appreciation for all you have done to move the Norfolk Kroc Center from a dream to a reality, and for your numerous other important contributions to the city and Hampton Roads.